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ABSTRACT

This book presents a step-by-step account of how to work with print and electronic media to achieve higher education marketing results. Chapters examine how to be the media/marketing person on campus, develop a media and marketing plan, gain access to the press and market the institution through news and the media, and getting higher education stories aired on radio, television, and into print. In addition, the book discusses the development and use of a higher education media list, provides tips from higher education news professionals on the use of the media, and examines the use of the media when handling crisis situations. The final chapters provide advice on how to measure the success of media campaigns as well as identifying reasons for success, and discuss the importance of using global thinking when designing media and marketing plans so that the institution's image is properly projected to the right audience. Information on using ProfNet, a cooperative of college and university public information officers linked via Internet to provide journalists and authors access to experts on the nation's campuses, is also provided. Contains a 63-item bibliography. (GLR)

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